The RESTORATION Book

Overview

Rather than let all our research for the spring issue go to waste, it is HIGHLY recommended that, with the help of a corporate partner, we self-publish a book on Restoration and distribute it through various channels.

This book could contain reprints of articles from issues #40, #48, #60 and #66 that pertain to the global Restoration movement. The book could be published in-house with a cover which could be modified to include the name/logo of our corporate partner(s).

Initial Presentation

Once we receive copies of the finished Spring, 1990 *Whole Earth Review* (# 66) we could create a sample book to show corporate partners/supporters. By putting together and xeroxing the flats of articles which are to be included and binding them with a cover that has been modified to include the corporation's name/logo we could create a reasonable facsimile for presentation.

Some questions:

- Is this the BEST way to present our idea?
- How many hours would it take to put together the articles? An Index?
- How many hours would it take to xerox the flats? Should we make a Master copy to do further copying from?
- How should the cover be created to be easily modified? Could we take the cover from issue # 66 and replace *Whole Earth Review* with the Company's Name/Logo and do a color xerox?
- How long would it take to create the cover initially? How long for each company we make a presentation to?

Presenting the Book To A Corporate Partner for Educational Distribution

As a way to get our ideas out to schools, and a way for a company to enhance its image as a supporter of both education and the environment, we could initially approach a company like Autodesk and/or Levi Strauss with the idea of helping us get this book out to schools. Presenting the corporation with a sample of the books – including their name/logo on the cover, a proposal of how we plan to self-publish the book and distribute it to schools, and a budget of how much it will cost could result in profit to POINT both financially and in terms of getting our words out to a new generation of supporters.

Some questions:

- Are Autodesk and/or Levi Strauss the BEST companies to approach? Should we go only to one?
- What schools should we think of sending the books to? Secondary Schools in the Bay Area? Colleges around the nation?
- How many books are we going to give the company for distribution?
- How many books are we going to publish? What is the cost – per book - of printing?

Presenting the Book To A Corporate Partner as part of a "You are a Environmental Supporter" package

As a way to get our information out in the mainstream, and a way for a company to enhance its image as a supporter of the environment, we could approach companies like Bank Of America with a multi-faceted environmental package. This package could include a certain number of Restoration books - complete with the company's name/logo, an Ecolog Calendar and a tour for 25 employees, clients or prospects of ten areas in the Bay Area where Restoration is happening.

Some questions:

- Would companies be interested in this kind of package? Which companies should we target?
- What extra printing/publishing costs would be involved with customizing the book and/or calendar for the company?
- How much would the tour cost us? Chartering a bus? Lunch?
- What sites could we visit?
- Are there other things we could "bundle" together to make this packet more appealing?

Selling The Book

For customers who are not *Whole Earth Review* readers we might think of selling this tome at book vendors.

Some questions:

- How would it be distributed?
- How many copies should we print?
- Should the cover be different than that of issue #66?
- How much would the publishing/printing be?
- How much would we charge?

Suggested Plan for Proceeding

To see if this project is feasible, i.e. could be profitable to POINT, I would suggest we do the following:

- Decide on the best method of preparing a sample book for presentation
- Xerox, assemble and bind at least five copies of the sample book
- Look into publishing/printing costs
- Look into the cost of renting mailing lists for Secondary Schools/Colleges...
- Approach at least three companies with an initial descriptive proposal for working together on printing books to be given gratis to schools

If at least one of the companies is interested in the project, our next steps would be to:

- Determine which company(s) we feel most comfortable working with
- Submit a more detailed proposal, including a budget, for their perusal

If we indeed do contract with a company to publish, print and distribute the Restoration book, we should then

- Survey schools who have received the book for their response
- Investigate the costs of putting together an environmental package? Of selling the book through vendors
- Approach other companies with initial proposals for an environmental package including the book

NOTE: Even if the first companies we approach are NOT interested in joining us on this endeavor, I feel this project is worthwhile so we could do the following:

- Approach other companies - foundations
- Put together a proposal centered on the Global Teenager and make a similar presentation to different companies like Benetton

A Guide to Helping Heal the Whole Earth

■ Magazines: Former hippie back-to-nature catalogue, in revitalized form, offers philosophy and solid instructions.

By BOB SIPCHEN
TIMES STAFF WRITER

While most environmentalists are immersed in stopping something—the destruction of rain forests, acid rain, the depletion of the ozone layer—a vanguard is digging in to repair the damage already done.

Restoration ecology are buzzwords to watch for in the '90s. The spring **Whole Earth Review** presents more than 30 major stories on various aspects of the subject along with a swarm of columns, essays and reviews of books, manuals and even dirt-grubbing implements.

A revitalized version of the old hippie back-to-nature catalogue, the Review offers a philosophical framework for environmentally sound activity and nuts-and-bolts instruction in how to achieve it.

As Richard Nilsen says in his introduction to the package: "Working at environmental restoration helps get priorities straight. . . . If there are no trees on your block, or pollution is killing the trees there now, then focusing on rain forest depletion in the Amazon Basin is a misplaced concern. And if lack of habitat has eliminated the frogs or songbirds from your neighborhood, then dolphins or grizzlies should not be the first species you try to help."

Included in the package are articles on watershed rehabilitation, teaching restoration to kids, tracking down industrial polluters and using computers in restoration projects.

Southern Californians might pay particular attention to the features on urban restoration.

Urban planners, one writer argues, would be well advised to learn from ecologists. In nature, when a forest is clear-cut and one type of is tree planted, the whole plant and animal ecosystem is thrown out of whack, becoming vulnerable to disease and other threats. Urban restoration, which levels city blocks and replaces an array of old and new buildings with ones of uniform age and design, similarly limits human diversity.

This is bad planning, he contends, pointing out that "the presence of diversity is what informs and protects us, it keeps us from becoming stupid."

READ ALL ABOUT IT

■ It's hard to find a more definitive landlubber than author John McPhee, who has spent the better part of the last decade lavishing loving detail on subjects geological. But in the March 26 **New Yorker,** McPhee hits the high seas in a two-part article on America's Merchant Marine. The first piece ends with the ship on which McPhee is sailing under attack by modern pirates. Great stuff.

■ When the big Anheuser-Busch Co. sued the little company that makes "Party Animal" crackers over alleged copyright violations, the owner of the underdog took the pit bull approach. He dug in and fought Spuds McKenzie's owner. And he won. The April **Success** magazine gives blow-by-blow accounts of victorious battles small entrepreneurs have fought against multinational corporations, providing how-to strategies along the way.

■ The April issue of **The Bulletin of Atomic Scientists** has received much attention for the turning back of the famous "doomsday clock" because of Cold War cooling. But a package of articles in that issue on the problems of low-level nuclear waste is just as interesting. Termed *miscellaneous radioactive junk* by one author, the nuclear materials pose problems that, according to the articles, have yet to be adequately addressed.

■ Good schools, innovative child-care programs, low crime, and nice parks are among the criteria **Working Mother** magazine factored into its list of "The 10 Best Cities for Working Mothers." Los Angeles didn't make the list, featured in the March issue. Nor did Irvine. Or Pasadena. Or San Diego. Or Long Beach. Or any city south of San Jose.

■ Two million people a year are reportedly taking up golf. And that's not counting the sensible ones who play the version that sports windmills and castles on its links. To enlighten the horde of new duffers, **Golf Magazine** has issued a special one-shot publication called "Get Into Golf—the Definitive Primer on the Game."

■ For its 15th anniversary, **Yoga Journal,** a bimonthly publication of the California Yoga Teachers Assn., offers a two-part look at yoga in America. The magazine offers everything an enthusiast could hope to know on the subject. Probably more.

SHREDDER FODDER

■ Does racism only cut one way? If a white writer at Cosmo were to suggest a feature on "The Black Boy Question," chances are she'd find herself covering lip gloss conventions fast. Yet an editor at the black woman's magazine **Essence** not only got an article on "The White Boy Question" past her editors, but got it onto the cover of the April issue. The piece manages to demean white and black men alike.

■ President Bush is a crack-up who surrounds himself with funny advisers, and since he took office the White House has been a laugh riot. At least that's what the folks at **M** magazine assert in their April issue. Yet the article doesn't supply a single laugh. Here's one example of the alleged humor the magazine cites: "When [the President] had a stiff neck," says Commerce Secretary Robert A. Mosbacher, "I reminded him that I'm pretty good at giving massages, but that this time, if I made a mistake, I'd probably be shot."

(given to Tiffy 3/16/90)

note: we might be able to save on shipping (and spend more on printing) by doing job locally

Printing prices from Whitehall Company --
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50 lb book paper
8-1/2 x 11
perfect bound
laminated 10-point coated one side cover with 2 colors

Additional costs:
halftones: $15 each
4-color cover: 100.00 plus .10 per book
5-color cover: 200.00 plus .20 per book
1 color on inside cover: 100.00 plus .10 per book
bleeds on text pages: 100.00 plus .05 per book — try NOT to!

All prices are cost per copy/total cost (plus estimated shipping cost)

-- 64 pages (minimum size) --
1,000 copies: .90/ 900.00 (plus 100.00 shipping)
2,000 copies: .63/1,260.00 (plus 200.00)
3,000 copies: .57/1,710.00 (plus 300.00)
5,000 copies: .48/2,400.00 (plus 500.00)
7,500 copies: .45/3,375.00 (plus 750.00)
10,000 copies: .43/4,300.00 (plus 1,000.00)

-- 176 pages --
1,000 copies: 1.83/1,830.00 (plus 300.00 shipping)
2,000 copies: 1.38/2,760.00 (plus 600.00)
3,000 copies: 1.24/3,720.00 (plus 900.00)
5,000 copies: 1.03/5,150.00 (plus 1,500.00)
7,500 copies: .97/7,275.00 (plus 2,250.00)
10,000 copies: .91/9,100.00 (plus 3,000.00)

Rough estimate of cost to print it like Whole Earth Review, at CCS --
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-- 64 pages --
50,000 copies: .30/15,000.00 (plus 2,000 shipping)

-- 176 pages --
50,000 copies: .65/32,500.00 (plus 6,000 shipping)

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Levi Strauss & Co. Levi's Plaza, P.O. Box 7215, San Francisco, CA 94120 Phone 415 544-6000

QUALITY NEVER GOES OUT OF STYLE

May 7, 1990

Ms. Stephanie Leonard
Executive Director
Whole Earth Institute
27 Gate Five Road
Sausalito, CA 94965

Dear Ms. Leonard:

Thank you for your recent letter advising us of the opportunity to become involved with the Whole Earth Institute and the book project.

We have carefully reviewed your proposal but, unfortunately, have concluded that this type of project would not fall within the scope of our current marketing efforts.

We would like to take this opportunity to wish you much success with your book and to thank you again for contacting Levi Strauss & Co.

Sincerely,

Louis Kirtman
Vice President
Corporate Marketing